

~~LIMITED OFFICIAL USE~~

Released by the United States Information Agency  
Under the Freedom of Information Act. Date June 9, 1988 #11.C  
June 3, 1986

174 44

R  
174 NSA  
R

MEMORANDUM FOR: P/D - John Mosher

FROM: P/DH - Saul S. Geffer

SUBJECT: Afghan Media Project Implementation -  
Proposed Cooperation with German Media  
Project on Alternative Action  
Plan/Status Report On German Media  
Project

**SUMMARY:** GERMAN MEDIA PROJECT REPRESENTATIVE INDICATES AGREEMENT IN PRINCIPLE TO UNDERTAKE COOPERATIVE PROGRAM WITH USIA'S MEDIA PROJECT. COOPERATION CAN INCLUDE MIX OF GERMAN PROJECT PERSONNEL WITH BOSTON UNIVERSITY AND KING FEATURES PERSONNEL. PROPOSED ACTIVITIES OF AFGHAN NEWS AGENCY CAN BE SHIFTED, IF NEED BE, FROM PAKISTAN TO GERMAN TRAINING SITE AND AFGHAN NEWS AGENCY BUREAU LOCATED IN FRANKFURT. GERMAN PVO IN PESHAWAR CAN HANDLE COORDINATION OF AFGHAN TRAINEE CANDIDATES AND THE RECEIPT AND FORWARDING OF NEWS AND INFORMATION MATERIALS TO ANA FRANKFURT. BOSTON UNIVERSITY AND KING FEATURES ARE IN CONCEPTUAL AGREEMENT AND NEGOTIATIONS WITH ALL PARTIES WOULD FOLLOW..

I have just completed a preliminary conversation with Gerhard Loewenthal of ZDF, the spark behind the German Media Project, concerning specific areas of possible cooperation between the two programs, with particular emphasis on alternatives for us in the event we have a "no-go", temporarily or permanently, in Pakistan. Mr. Loewenthal again reiterated what he said during his visit to Washington last month, that the German Media Project will fully cooperate, both financially and otherwise, with our own program. Mr. Loewenthal was in conceptual agreement with the following:

**TRAINING AFGHANS IN MEDIA:**

Assuming that the temporizing on the part of the GOP continues, or a turn-down is received on the Media Project functioning in Pakistan, a cooperative training program for Afghans would be set up in Germany (or elsewhere) and include a mix of German, American, and possibly trainers of other nationalities (from Boston University). The training would be based upon the initial experience of the German Media Project, with classes kept to no more than 10-12 persons.

The curriculum would be developed by Boston University and German Media Project personnel. (USIA would translate the materials into Pashto and Dari, as previously contemplated).

While the final figures are not yet in, the German Media Project estimates that the cost to train the first 20 Afghans in Germany, including travel, per diem, equipment, salaries and expenses for trainers etc., would run between \$100,000 - \$150,000. (P/DH should receive a second financial report from the German Media Project later this week.)

#### ORGANIZATION AND DISTRIBUTION:

Mr. Loewenthal is in full agreement (with a suggestion made by King Features) that a bureau of the Afghan News Agency could be set up in Frankfurt, Germany (or London), a major international media distribution point, staffed by competent Afghans previously screened by King Features, with functional supervision of a non-American professional, possibly from the German Media Project. This office would receive news and information materials from Peshawar, Pakistan and would distribute un-edited, and possibly later edited, Afghan News Agency product to international media clients. The German Media project contemplates receiving material through Union Aid (a German relief organization affiliated with the German Association for Afghan Aid, VAP). The cost connected with the Frankfurt bureau would have to be determined. Funds already provided in the King Features grant for similar operational costs in Peshawar can be earmarked for KP to shift its emphasis to help the Afghans establish this European bureau of the Afghan News Agency. King Features would carry out its part of the project, particularly in the areas of organization, product acquisition, distribution and marketing.

I also informally discussed the concept of cooperation with the German Media Project with both King Features and Boston University in doing the project outside of Pakistan if need be, in accordance with the general outline indicated above. All parties are in agreement that the goals and objectives of training Afghans in production and distribution during the first quarter of the project are doable with Afghans outside of Pakistan. (It was determined that during Mr. Loewenthal's May visit, he was in contact with both King Features and Boston University on the aims and objectives of his project).

Particular emphasis was also given in the discussions to recognizing that there could be a 90 - 120 day period between the start-up of training and an eventual flow from Afghanistan of information from Afghans previously trained. During this period, photo/video materials would be acquired from free-lance sources. This work could just as easily be accomplished outside of Pakistan, as well as in Peshawar.

Attached is a progress report on the results of the German Media Project's first training program.

Drafted:P/DH:SSGeftter/flm 6/3/86  
Document #0030A